IN THE CLAIMS:

1. (Currently Amended)   A program-guide-display controlling apparatus comprising:

means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis;

means for determining whether any of a plurality of ~~consecutive~~ time periods includes a purchased one of a plurality of purchasable programs, wherein a first of the plurality of time periods begins immediately after a second of the plurality of time periods ends; and

means for distinguishing on the display unit between the time periods which include a purchased one of the plurality of purchasable programs and the time periods which do not include any purchased one of the plurality of purchasable programs.

2. (Canceled)

3.   (Previously Presented)   A program-guide-display controlling apparatus comprising:

means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis,

means for determining whether any of a plurality of time periods includes a purchased one of a plurality of purchasable programs; and

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means for distinguishing on the display unit between the time periods which include a purchased one of the plurality of purchasable programs and the time periods which do not include any purchased one of the plurality of purchasable programs

wherein the means for distinguishing comprises at least one first color associated with the time periods which include a purchased one of the plurality of purchasable programs and at least one second color which is different than the at least one first color and is associated with the time periods which do not include any purchased one of the plurality of purchasable programs.

4. (Canceled)

5. (Currently Amended) A program-guide-display controlling apparatus comprising:

means for displaying a plurality of items of program guide information on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis;

means for determining whether any of a plurality of ~~consecutive~~ time periods includes a purchased one of a plurality of purchasable programs, <u>wherein a first of the plurality of time periods begins immediately after a second of the plurality of time periods ends</u>; and

means for distinguishing on the display unit between the time periods which include a purchased one of the plurality of purchasable programs and the time periods which do not include any purchased one of the plurality of purchasable programs,

wherein the distinguishing means comprises a means for displaying a bar proximate to the time periods which include a purchased one of the plurality of purchasable programs.

6. (Canceled)

7. (Currently Amended) A ~~The~~ program-guide-display controlling apparatus ~~according to claim 6,~~ comprising:

means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis;

selecting means for allowing at least one time period to be selected by a user, wherein at least one a plurality of programs is associated with the at least one time period; and

means for distinguishing on the display unit between the at least one time period selected by the user and time periods not selected by the user,

wherein said means for distinguishing comprises at least one first color associated with the at least one time period selected by the user, and at least one second color which is different than the at least one first color and is associated with time periods not selected by the user.

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8. (Currently Amended)   The program-guide-display controlling apparatus according to claim [[6 or]] 7, wherein said setting means allows the starting time and the ending time of the at least one time period to be set by the user.

9. (Currently Amended)   The program-guide-display controlling apparatus according to claim [[6 or]] 7, wherein the setting means allows the starting time and the ending time of the at least one time period to be set for each day of the week by the user.

10. (Canceled)

11. (Currently Amended)   A television receiver comprising a program-guide display controlling apparatus:

means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as time axis;

means for determining whether any of a plurality of ~~consecutive~~ time periods includes a purchased one of a plurality of purchasable programs, <u>wherein a first of the plurality of time periods begins immediately after a second of the plurality of time periods ends</u>; and

means for distinguishing on the display unit between the time periods which include a purchased one of the plurality of purchasable programs and the time periods which do not include any purchased one of the plurality of purchasable programs.

12. (Canceled)

13. (Previously Presented)   A television receiver comprising a program-guide-display controlling apparatus for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis, said program-guide-display controlling apparatus comprising:

selecting means for allowing at least one time period to be selected by a user, wherein at least one a plurality of programs is associated with the at least one time period; and

means for distinguishing on the display unit between the at least one time period selected by the user and time periods not selected by the user,

wherein said setting means allows the starting time and the ending time of the at least one time period to be set by the user, and said means for distinguishing comprises at least one first color associated with the at least one time period selected by the user, and at least one second color which is different than the at least one first color and is associated with time periods not selected by the user.

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